



**State of Nevada
Nevada Commission on Tourism
Unclassified Job Announcement**

**- Marketing Manager -
Posted: May 24, 2011**

Annual Salary

Up to \$72,860 (employee/employer paid retirement). Salary commensurate with work experience. This position is currently subject to one (1) furlough day a month and salary will be adjusted accordingly.

Recruitment

Open to all qualified candidates; applications/resumes accepted until 5:00 p.m. on June 10, 2011.

The Position

A full-time unclassified and exempt position located at the Nevada Commission on Tourism, in Carson City, Nevada (relocation assistance not available). Under the direction of the Deputy Director of Marketing and Advertising, this position is responsible for writing advertising copy (e.g., print, online, mobile and broadcast). Responsible for developing and implementing a strategic social media plan. Prepares monthly social media reports by utilizing Google Analytics. Manages email marketing program including researching, writing, editing, proofreading and preparing timelines.

Oversees all creative production for the agency, writes creative briefs, handles specs, trafficking, vendor quotes, purchase orders and invoice processing. Supports sales department in the development of sales collateral (brochures, flyers, banners, etc.). Oversees the development of the agency's collateral including the visitors guide, state map, and various tourism brochures. Works with the Research Director on campaign tracking and creative specs for research studies. Represents Nevada Commission on Tourism at various industry meetings and conferences. Supervises the Marketing Specialist.

Assists Deputy Director of Marketing and Advertising with the development of the agency's annual marketing plan. Implements marketing initiatives as outlined in the marketing plan. Strategizes with the Deputy Director of Marketing and Advertising on the development of marketing initiatives and campaign elements.

Education and Experience

Bachelor's degree from an accredited college or university in marketing or related field with 3-5 years experience.

Knowledge, skills and abilities

Must be proficient in Microsoft Word, Excel and Outlook. This position requires strong written and oral communication skills, including public speaking. Highly motivated with exceptional organization skills and attention to detail. Independent worker as well as team player. Deadline-oriented. Ability to supervise employees. Experience in the tourism industry a plus.

Benefits

Paid medical, dental and vision; paid vacation, sick leave and holidays; retirement plan (PERS); life and disability insurance program; other optional benefits including deferred compensation.

Submit application or resume to:

JoLyn Laney
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